United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District: Penobscot Bay
Evaluation Date: 9/24/2007
District Affiliation: 19

Required Items

<table>
<thead>
<tr>
<th>Item</th>
<th>In compliance?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Link to USPS.org on Home (opening) page</td>
<td>Y</td>
</tr>
<tr>
<td>2. Subtitle below squadron name</td>
<td>Y</td>
</tr>
<tr>
<td>3. &quot;a unit of United States Power Squadrons ®&quot;</td>
<td></td>
</tr>
<tr>
<td>4. Sail and Power Boating</td>
<td></td>
</tr>
<tr>
<td>5. (squadron) Link to District Website</td>
<td>Y</td>
</tr>
<tr>
<td>6. (district) Links to squadron websites</td>
<td></td>
</tr>
<tr>
<td>7. Link to USPS Privacy statement on home page at bottom</td>
<td>Y</td>
</tr>
<tr>
<td>8. Link to USPS Trademark reference on home page at bottom</td>
<td>Y</td>
</tr>
<tr>
<td>9. Link to USPS Disclaimer statement on home page at bottom</td>
<td>Y</td>
</tr>
<tr>
<td>10. Link to USPS Disclaimer statement on home page at bottom</td>
<td>Y</td>
</tr>
<tr>
<td>11. Active e-mail link to Webmaster on home page</td>
<td>Y</td>
</tr>
<tr>
<td>12. Website must display current information</td>
<td>Y</td>
</tr>
</tbody>
</table>

A1 Identify purpose of the squadron/district/USPS

<table>
<thead>
<tr>
<th>Item</th>
<th>Point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Identify purpose of Unit point range</td>
<td>5 4 3 2 1 0</td>
<td>2</td>
</tr>
<tr>
<td>2. Identify purpose of USPS</td>
<td>3 2 1 0</td>
<td>2</td>
</tr>
</tbody>
</table>

A2 Identification of squadron/district area of activity.

<table>
<thead>
<tr>
<th>Item</th>
<th>Point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Description of location of Unit</td>
<td>1 0</td>
<td>1</td>
</tr>
<tr>
<td>2. Map showing location</td>
<td>1 0</td>
<td>0</td>
</tr>
</tbody>
</table>

A3) Explanation of the benefits of membership

<table>
<thead>
<tr>
<th>Item</th>
<th>Point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Description of benefits described</td>
<td>3 2 1 0</td>
<td>0</td>
</tr>
<tr>
<td>2. Links to USPS benefits page</td>
<td>2 1 0</td>
<td>2</td>
</tr>
</tbody>
</table>

A4) Display of USPS emblems and logos.

<table>
<thead>
<tr>
<th>Item</th>
<th>Point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ensign</td>
<td>1 0</td>
<td>1</td>
</tr>
<tr>
<td>2. USPS Wheel</td>
<td>1 0</td>
<td>1</td>
</tr>
<tr>
<td>3. Activity Triangle</td>
<td>1 0</td>
<td>0</td>
</tr>
<tr>
<td>4. America's Boating Club (logo)</td>
<td>1 0</td>
<td>0</td>
</tr>
</tbody>
</table>

A5) What we do, show the fun we have.

<table>
<thead>
<tr>
<th>Item</th>
<th>Point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Description of the fun we have</td>
<td>3 2 1 0</td>
<td>1</td>
</tr>
<tr>
<td>2. Photos showing unit activities</td>
<td>3 2 1 0</td>
<td>2</td>
</tr>
</tbody>
</table>

A6) Presentation of Vessel Safety Check Program

<table>
<thead>
<tr>
<th>Item</th>
<th>Point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Explanation of the program</td>
<td>3 2 1 0</td>
<td>2</td>
</tr>
<tr>
<td>2. Correct decal - proportionally sized</td>
<td>1 0</td>
<td>1</td>
</tr>
<tr>
<td>3. Pre-check list provided</td>
<td>1 0</td>
<td>1</td>
</tr>
<tr>
<td>4. Contact information</td>
<td>1 0</td>
<td>1</td>
</tr>
</tbody>
</table>

A7) Contacts for various activities

<table>
<thead>
<tr>
<th>Item</th>
<th>Point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Public boating course contact(s)</td>
<td>1 0</td>
<td>1</td>
</tr>
<tr>
<td>2. Members course(s) contact(s)</td>
<td>1 0</td>
<td>1</td>
</tr>
<tr>
<td>3. Event(s) contact(s)</td>
<td>1 0</td>
<td>1</td>
</tr>
</tbody>
</table>

Comments:
Suggest a stronger purpose, explain USPS just don't have a link to the USPS web site.
Comments:
Add more photos of members having fun at recent event. (ie: picnics, raft-ups, classes, dances).
Comments: Link to USPS check list is good.
Comments:
### A8) Current Activities/Educational calendars available

1. **Public Boating Course (zero points if contact missing)**
   - **Score:** 2 1 0
   - **Comments:**

2. **Members course(s) (zero points if contact missing)**
   - **Score:** 2 1 0
   - **Comments:**

3. **Events (zero points if contact missing)**
   - **Score:** 2 1 0
   - **Comments:**

4. **Number of pages with dates over 45 days old.**
   - **Score:** 1 -10
   - **Comments:**

### A9) Identification of the bridge, committee members & contacts

1. **Bridge listed**
   - **Score:** 1 0 1
   - **Comments:**

2. **Bridge photo(s)**
   - **Score:** 1 0 0
   - **Comments:**

3. **Five (5) or more committee contacts listed**
   - **Score:** 2 1 0
   - **Comments:**

- **Nice job! You may want to consider listing phone numbers along with your committee contacts.**

### B1) Presentation quality and correctness.

1. **Readability and Grammar**
   - **Score:** 3 2 1 0
   - **Comments:**

2. **Spelling errors, number.**
   - **Score:** 0
   - **Comments:**

   - **1 point reduction per error**

### B2) Quality of photographs and graphics.

1. **Clear - Undistorted**
   - **Score:** 2 1 0
   - **Comments:**

2. **Good color balance (not dark or over exposed)**
   - **Score:** 2 1 0
   - **Comments:**

3. ** Appropriately sized for application**
   - **Score:** 2 1 0
   - **Comments:**

- **Thumbnails are a little cumbersome.**

### B3) Active Linkages & Navigation

1. **Ease of Navigation**
   - **Score:** 2 1 0
   - **Comments:**

2. **Links easy to identify**
   - **Score:** 2 1 0
   - **Comments:**

3. **Links identify the subject**
   - **Score:** 2 1 0
   - **Comments:**

4. **Broken links, number**
   - **Score:** 3 -3
   - **Comments:**

   - **Maximum deduct -10 points**

- **Comments:**

- **Broken links - Tyldestey Knots, Maine Boating, WIFM**

### B4) Resource Linkages

1. **USPS Links, 10 or more for 3 points**
   - **Score:** 3 2 1 0
   - **Comments:**

2. **Non-commercial Links, 10 or more for 3 points**
   - **Score:** 3 2 1 0
   - **Comments:**

3. **Commercial Links, 10 or more for 3 points**
   - **Score:** 3 2 1 0
   - **Comments:**

4. **Disclaimer statement on Commercial Links page**
   - **Score:** Y
   - **Comments:**

   - For the above point determination; 10 or more links 3 points, 9 to 9 links 2 points, 1 to 4 links 1 point.
   - **If disclaimer statement is missing zero points for this section.**

### B5) Ability to read the message.

1. **Font - size and style**
   - **Score:** 2 1 0
   - **Comments:**

2. **Font color, good contrast**
   - **Score:** 2 1 0
   - **Comments:**

3. **Appropriate use of text space**
   - **Score:** 2 1 0
   - **Comments:**

4. **Appropriate background. one point for no background**
   - **Score:** 2 1 0
   - **Comments:**

   - **Backgrounds which make reading page difficult zero points.**

### C1) Heading descriptive & appealing

1. **Home page, unique header (graphic)**
   - **Score:** 3 2 1 0
   - **Comments:**

2. **All pages have informative header**
   - **Score:** 2 1 0
   - **Comments:**

### C2) Consistent format across pages.

1. **Consistent format across pages**
   - **Score:** 3 2 1 0
   - **Comments:**

### C3) Use of photos and/or graphics

1. **Use of graphics to enhance message of website**
   - **Score:** 5 4 3 2 1 0
   - **Comments:**

   - **Could use additional recent photos.**

### C4) Animated Graphics

1. **Use of animated graphics, appropriate and add interest of the website**
   - **Score:** 3 2 1 0
   - **Comments:**

- **Comments:**

- **Nice job! You may want to consider listing phone numbers along with your committee contacts.**
### C5) Additional Website Features

<table>
<thead>
<tr>
<th></th>
<th>0-1</th>
<th>Inclusion of USPS News RSS feed</th>
<th>1</th>
<th>0</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0-1</td>
<td>Listing of area of location on the USPS list of websites</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

If scoring a district website item 2 is to be given one point

**Comments:**

### D1) Overall impression of quality and effectiveness of the site

<table>
<thead>
<tr>
<th></th>
<th>0-2</th>
<th>How well did you like the site, was it effective in presenting USPS and the unit to the public</th>
<th>2</th>
<th>1</th>
<th>0</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0-2</td>
<td>If you were a non-member, would this site have increased your interest in USPS?</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>0-2</td>
<td>Would you be proud of having this website represent your unit or district: OK web site however, suggest reading the USPS 2007 suggestions/requirements and keep updated. The 2007 Winter edition of the Squadron publications reads like it was published in 2006.</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

**Comments:**

Total Points Scored 55